

## MILLIONS SPENT FOR SODA WATER

The Great Business That  
Has Been Built Up in  
a Short Time.

### EVERYBODY DOES IT

Has Taken Place of Saloon  
in Nearly All States  
of America.

When a marble soda fountain was displayed at the centennial exposition in Philadelphia in 1876 it was regarded by visitors as a curiosity, though ice cream soda had been dispensed for many years before that in scattered sections of the country. It was the use of ice cream in the soda water that gave the greatest impetus to a business which today has grown to tremendous proportions, \$500,000,000 being estimated as the retail value of the sodas, sundaes and other fountain beverages or refreshments for 1916. One large company which markets a popular 5-cent beverage through soda fountains does a business which runs into the millions of dollars annually.

This year has been the most prosperous in the history of the soda fountain trade, the prolonged hot spells having induced people to drink more and other than ever before. Many fountains in the larger cities served several thousand persons a day during the extremely hot weather, when temperatures soared in the neighborhood of 100 degrees.

**U. S. Leads All.**  
The United States is the greatest soda fountain country in the world. In fact, soda water is distinctly an American institution, the extremes of heat and cold common to all sections of the country being an important factor in the development of this comparatively new industry. Other countries have evinced some interest in American soda water, notably Australia, where the business is conducted very much as it is here, and Americans have been largely instrumental in its successful introduction there. England has also become acquainted with our soda water to a smaller extent. But England has not the extremes of weather that we have in this country, and consequently there has never been a natural demand over there for cooling beverages and refreshments in the quantities that are consumed here. Solidified American department store and a few other places serve soda water and sundaes in Australia, but English ice cream is largely made from sugar, being more like our sherbets than our ice cream. American people love ice cream and candy. The sums they spend for these items are fairly staggering. It is estimated by the statisticians of the National Association of Ice Cream

manufacturers that two hundred million gallons of ice cream will be consumed in this country during 1916. As 40 cents a gallon is about the minimum price at which ice cream is sold it figures out that the American public is spending about \$80,000,000 for this delicacy.

When soda fountains were first started they became a "side line" for druggists and confectioners. They were profitable in the summer, but were usually closed up during the winter. As they took up floor space in the store, when not used in cold weather, it became a problem how to make them profitable the year around. Some of the large stores, particularly the chain drug stores in New York and other cities, conceived the idea of selling hot drinks in the winter to the same people who bought cold things in the summer. A demand was first stimulated and then supplied for such things as hot milk, late, cold bouillions, hot malted milk and many other drinks classified in the parlance of the trade as "hot soda."

**Prohibition Did It.**  
The wave of prohibition that is slowly sweeping over the country has done more than any other one influence to develop the soda water trade into what it really is—a big industry. Even the United States government has recognized the importance of the soda fountain as the successor of the saloon, the bureau of chemistry having made important studies of fruit juices for soda fountain use. The great popularity of some of the grape juice concerns has been largely due to the popularity of grape juice as a soda fountain beverage. Loganberry juice, now being made in the Pacific northwest from the grapes which have been developed from blackberries and dewberries by the Burbank method, is being investigated by a government expert, who regards the future of our soft drink business as having tremendous possibilities in view of the growth of prohibition.

Many of the saloons in the various states which have passed prohibition laws were promptly turned into soda fountains. Hotels threw out their bars and now serve ice cream soda instead of the once popular "whiskey and." One of the largest hotels in St. Louis, which still is still "wet," has put in a large soda fountain. A chain of cigar stores has installed fountains in a great many of its places. Bowling alleys, grocery stores, railroad stations, bakeries, etc., are some of the other classes of business that have put in soda fountains, although fifty half of the one hundred thousand fountains in the country are still to be found in drug stores. Confectioners run about 25 per cent of the fountains, and the remaining 25 per cent are scattered.

One of the latest innovations for soda water service has been inaugurated by the Burlington railroad, which has placed soda fountains on some of its passenger trains out of Chicago. This is more as an experiment, but if it works out successfully it will become a regular feature. Other railroads are said to be watching the experiment with interest.

Public regulation of soda fountains in the interest of health has naturally followed the growth of the business, but it is only within the last year or two that are direct regulations have been proposed and in some states these regulations have gone even further than the demands upon restaurants, saloons and other similar places where eating or drinking utensils are used.

## Wasteful Methods of Mining Destroy Coal by Wholesale

Oklahoma Operators Have Adopted Cheapest Method and It Is  
Telling in All Instances.

Special to The World.

**MALDEN, Oct. 1.**—Between three and four million tons of Oklahoma coal is being needlessly destroyed every year by wasteful methods of mining, according to expert mining engineers of both state and federal departments. At least six million tons have already been lost for no purpose, they say, and approximately 1,500,000 tons, or half the state's available deposit, will be totally destroyed before the mines are worked out unless the system is changed.

In their annual report on the production of coal pay for the cost of operation Oklahoma operators have adopted what was believed to be the cheapest method of construction and the one best adapted to the peculiarities of the Oklahoma field, but mining engineers now say it is the most expensive of all systems, no more safe, and one which is almost criminally wasteful. Many operators, they are agreed, are using the pillar system, as it is placed upon a paying basis, as a permanent enterprise, there must necessarily be a complete revolution in the system of mining.

Nearly all Oklahoma mines are worked on the room and pillar system—designed largely upon the plan of an underground city, with main avenue, side streets and side-lining homes. Corresponding to the main street, if it is a slope mine, is a slope and two parallel air courses, one on each side of the slope, are driven down with the dip of the coal. At regular intervals, cross entries are turned at right angles to the slope, representing the side streets of the underground city. According to the state law, there must be two parallel entries driven. Break-throughs are made every forty feet, or thirty feet if the mine is a slope mine, to allow the air to be conducted along the working faces. As each new break-through is made the one behind it is closed up with a stoppings, which causes the air to seek the open break-through. Along the cross entries, corresponding to individual homes in the city if the metaphor is carried out, rooms are turned at right angles. These are usually about 25 feet in width, though sometimes they are as much as fifty feet, and as they are extended back they, too, are supplied with break-throughs connecting the next adjoining rooms. Pillars, approximately the size of the rooms, are left between to sustain the roof.

**Loss by This Plan.**  
In some places where the room and pillar system is used, the pillars are pulled out after the rooms have been finished, but that plan is seldom attempted in Oklahoma mines. Men of long experience in mining in Oklahoma estimate that, by reason of the failure to pull these pillars, the recovery of coal from the seam varies from 45 to 60 per cent, the latter amount being realized only in exceptional instances. The remainder of the coal, or that not so sustaining pillars, is irretrievably lost, since the expense of recovery, after the mine is worked out, is so great as to make the mining of it prohibitive.

Another wasteful feature of the Oklahoma mining system, according to government mining engineers, is the fact that most of the coal is shot from the solid, by which is meant

the drilling of a hole into the face of the coal and the blasting of the coal off its bed in much the same way as rock is blasted in the quarry, no unnecessary expense being spared in doing so, and very little shoring. As black powder is almost always used for blasting coal in this state, government experts say there is every condition present that is sure to cause trouble in a mine, as the coal makes a fine dust, there is gas present in many cases and generally the shots are overcharged. Black powder, it is explained, gives off a long flame and its flame ignites the coal dust present and causes an explosion. The bureau of mines, for these reasons, has been advocating the use of permissible explosives, accompanied by the practice of undercutting, undercutting or shearing. Behind the danger in a careless use of the black powder, it is said, this system of using it in shooting off the solid produces an undue amount of the coal and unnecessarily reduces the quantity of coal which the profits of mining are based.

**Install Electric System.**  
An order of the bureau of mines for the exclusive use of permissible explosives or the shooting of blasts by electricity was opposed by both miners and operators, because of the expense, but several mines in this field have installed the electrical system of firing shots and in some places the permissible explosives are voluntarily being used.

The most approved system of mining, in fields where the seams are more level than they are in Oklahoma, is known as the long-wall system, and it is being used extensively in Scotland and, in the opinion of Oklahoma mining engineers, can be made a success, on a modified plan, in this field.

In long-wall mining all of the coal is taken out in one first operation. In working the coal main entries are kept open by shooting down the top rock and building pack walls along the side of the entry that is kept open, each man has only a small length of face to work by keeping in two or three feet of these pack walls and fills in between them with gob. The theory of the system is that the roof will not break off at the face, but will gradually subside behind the pack walls, exerting a uniform pressure along the face. When the coal is undermined this pressure causes the coal to fall, so that few if any explosives are necessary. The roof of the long-wall mines are considered safer than room and pillar, where large quantities of explosives are used. When the pack walls along the entries are squeezed down it is necessary to take down more rock along the top of the entries to gain height. This operation is continued at times until the pack walls are squeezed absolutely together.

The modified long-wall proposed for the Oklahoma field is either a retreat system, where the slope is driven to the bottom of the prospective workings, then the coal pulled out as the workings come back, or a panel system, where the coal area is divided by cross-entries and the coal is won from the panels by long-wall methods. By either system all of the coal would be recovered. The retreat system, where the coal is won by leaving both danger and water collections always below the workings, would necessitate the expenditure

"The Popular  
Priced Store"  
203 SOUTH  
MAIN

# COVERDALE'S

"The Popular  
Priced Store"  
203 SOUTH  
MAIN

## Moderate Prices Are Winning for This Store—

It is the desire of the owner, Mr. T. W. Coverdale, to meet each and every patron of the store. He wants to know them personally may be have the pleasure of knowing you?

The people of Tulsa have learned that "Special" prices on one or two single items are not used as a lure at this store—here they have found that the savings exist on every article in every department. In short, quality is honestly priced and truthfully advertised.

## Note Carefully This Week's Values

### Latest Style Notes in Autumn Fashions

Smart styles and at the price we feature them they are a revelation in value giving as comparison will demonstrate.



#### Suits, Coats, Dresses, Skirts

New models of Ladies' Fall Suits. Materials are broadcloths, gabardines, velours, whipcords, serges and fancy mixtures. In a broad selection of the fall shades. The models show exclusiveness and are the exact copies of imported modes. They go on display Monday and Tuesday at the following prices—

\$19.85, \$24.85, \$28.75, \$34.50

and \$39.75

Plaid and striped Silk Skirts. The

\$5.85

One lot of Chiffon Taffeta Silk Dresses with

Georgette crepe collars. Worth

\$10.85

Other Satin and Silk Dresses, in shades of

brown, blue, burgundy, grays, black, green. Priced \$5.55 to

\$19.85

#### Satin Dress Skirts

A lucky purchase enables us to offer black satin skirts special Monday. Belted, shirred and fitted at waist lines. \$4.95

### Interesting Fall Waist Values

However much you have been paying for waists, those at this price will make you stop and think—the styles are the very best, the tailoring exquisite.

Pure White Lawn, Voile and Cr-

ispandy Waists, embroidered and

lace trimmed, new collar

effects. Monday at

98c

Crepe de Chine and Tub Silk

Waists, white and flesh, hem-

stitched and embroidered; won-

derful conceptions of the

fall styles

2.45

Georgette Crepe Waists, in dainty

shades and white. Mon-

day at

3.95

### White Goods Dept.

200 yards 72-inch Table Damask

floral and conventional de-

signs. Yard Monday

59c

250 Huck Towels, size 26x40, col-

ored borders. Monday

each

10c

250 yards of Crêponette in floral

and stripes; both light and

dark grounds. Monday, yard

14c

## Milady's New Fall Hat Is Here—

Hats that are new in every way—a bewildering display. Each creation is touched with just that rare deftness of design that sets it apart from millinery of the usual type.



Gage Fisk, L-Zee

and others hold sway here, and the moderate prices will surprise

Truly wonderful creations—  
\$3.95 to \$19.85

### HOSIERY DEPARTMENT

Ladies' and men's hile thread

hose, all colors, pair

24c

Ladies' silk boot hose, white,

black and colors—

39c 59c 98c

Children's ribbed hose, sizes

from 5 to 9½, black only, per

pair

15c

Same as above in finer ribs,

at, pair

24c

250 pair men's half hose, all

colors, pair

9c

### MEN'S FURNISHINGS

John B. Steison Hats, black

and tan

\$3.95

250 men's work shirts, dark

colors, extra heavy. Monday

at

49c

Men's dress shirts, fall pat-

terns, fine materials. Mon-

day

49c and 95c

Beautiful fall ties, four-in-hand

styles. Monday at—

24c 49c and 69c

### Ladies' Gloves

We handle Marshall Fields Glace Kid Gloves, every pair guaranteed and fitted.

Ladies' two-button hile thread

fleece lined gloves, black and

brown shades. Monday

at

24c

One lot of two-clasp Glace Kid

Gloves, all colors and black,

also white and black with

black and white stitching, per

pair

\$1.45

### SHOE DEPT.

Ladies' two-tone Patent 8 to 11

inch type, black kid, gun at tal and

patent kid, regular 28 and 29

quality. Monday and

Tuesday

\$5.85

Beautiful "Queen Quality" Fall

Boots, in two tones, patents and

kid; regular 8 and 9½ quality,

free and button modes. Mon-

day and Tuesday

\$4.85

Men's King Quality Shoes, unex-

ceptional in workmanship, style,

comfort and durability. Mon-

day and Tuesday

\$5.35

Boys' and Girls' School Shoes, in-

cluding the celebrated H. C. Col-

man line, all leather and solid as

a rock, go Monday and Tuesday at

following special prices:

\$1.35, \$1.85 and

\$2.35

Fine assortment of baby infants

Shoes, in the softest of leathers,

all shades; in sizes 2 to 6; Monday

and Tuesday, 69c, 85c,

\$1.35 and

\$1.95

## Men's and Boy's Clothing Section—

Offers if possible the most startling values of the store—new fall styles in the finest of selected wool fabrics. The tailoring is expert and the models perfect fitting.

One lot of Men's Blue Serge Suits, all wool, last

colors, made on the latest style lines. Regular \$25 values. Monday and Tuesday

\$17.45

One line of Men's Fancy Checked All-Wool Suits,

perfect fitting. \$17.50 value. For Monday and Tuesday at

\$12.45

One lot of Men's Blue Serge and Fancy Fabrics, de-

pendable \$15 suits, go Monday and Tues-

day at

\$10.45

Men's Suits in fancy grays and browns, an extra

value at \$12.50. For Monday and Tuesday

at

\$8.95

Men's Blue and Black Tiber Suits; regular \$10

values. Special for Monday and Tues-

day at

\$7.45

Dress Trousers in striped worsteds at

\$2.95, \$3.45 and

\$4.95

Boys' Scotch Blue and Gray Mixtures Suits, specially priced

for Monday and Tuesday at \$5.95 and

\$4.95

One lot of Boys' Suits in Scotch plaids, blue, brown and

gray; regular \$6.50; for Monday and Tuesday at

\$4.95

Another lot of Boys' Suits in ages 6 to 18 years; Scotch

mixtures; regular \$5 value; special Monday and Tuesday

at

\$3.45

### CHILDREN'S SUITS 3 TO 8 YEARS

Scotch Suits in brown and blue, well made and elegantly

trimmed; specially priced for Monday and Tuesday,

\$2.95, \$3.95

\$4.95

### MEN'S TROUSERS

In Scotch mixtures and fancy weathers, at \$1.45

and

\$2.45

One lot of Men's Suits in striped worsteds, regular \$5.50

values, for Monday and Tuesday

at

\$8.45

500 pairs of Indigo Blue Overalls, Monday and Tuesday at

50c

One lot of union-made full standard extra heavy Bib Over-

alls, in stripes and indigo blue. Monday at

\$1.15

## SIX WOMEN ARE GIVEN AWARDS

King George Honors Valo-  
rious War Workers in  
European Field.

LONDON, Oct. 1.—A list of

awards of the military medal to about

one thousand women, noncommis-

sioned officers and men for bravery

in the field